

## Message Text

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17

ACTION EUR-10

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-03 H-01 INR-10 L-02

NSAE-00 NSC-07 PA-01 RSC-01 PRS-01 SP-02 SS-14

USIA-04 OMB-01 NIC-01 EB-03 COME-00 TRSE-00 CIEP-01

AGR-03 AID-05 SCI-03 SWF-01 IO-03 DRC-01 CU-03 DEAE-00

SNM-02 /084 W

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P R080859Z OCT 74

FM AMEMBASSY WARSAW

TO SECSTATE WASHDC PRIORITY 1605

INFO AMEMBASSY MOSCOW

AMCONSUL MUNICH

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E.O. 11652: N/A

TAGS: PFOR, PL, US

SUBJECT: GIEREK VISIT: MEDIA COVERAGE

REF WARSAW 6072, 5903

1. SUMMARY. THERE WAS A VERITABLE EXPLOSION IN WEEKEND COVERAGE RELATED TO THE VISIT. EXCLUDING FRONT-PAGE REPORTS AND RELATED COMMENTARY IN THE CENTRAL PRESS, WE COUNT NEARLY TWENTY VISIT-RELATED STORIES IN THE VARIOUS PROVINCIAL AND SPECIAL READERSHIP PUBLICATIONS SO FAR AVAILABLE. SOME NEWSPAPERS CARRIED UP TO THREE MAJOR ARTICLES OF THEIR OWN ON THE SAME DAY, IN ADDITION TO THE REGULAR PAP STORIES OF GIEREK'S DEPARTURE, HIS ARRIVAL IN THE U.S., AND RELATED AMERICAN PRESS COMMENTARY. WEEKEND TELECASTS PROMINENTLY FEATURED STORIES ABOUT THE VISIT AND SHORT, HIGHLY FAVORABLE FILM STUDIES OF PITTSBURGH AND NEW YORK. GIEREK'S DEPARTURE WAS THE TOP NEWS ITEM ON EVENING TELECASTS OCTOBER 6, WHICH ALSO PRESENTED MAN-ON-THE-STREET INTERVIEWS SHOWING A HIGH LEVEL OF INTEREST

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IN, AND KNOWLEDGE ABOUT, POLAND AMONG OSTENSIBLY AVERAGE

AMERICANS. SEVERAL LIVE TELECASTS VIA SATELLITE ARE PLANNED THROUGH THE REMAINDER OF THE WEEK. END SUMMARY.

2. POLITICAL COMMENTARY HAS GENERALLY REITERATED THEMES THAT HAD BEEN STRUCK EARLIER. A RYSZARD WOJNA PIECE IN TRYBUNA LUDU ON OCTOBER 7, FOR EXAMPLE, PLACED THE VISIT WITHIN THE OVERALL FRAMEWORK OF DETENTE AND IMPROVED US-SOVIET RELATIONS BEFORE POINTING OUT POLAND'S OWN ACTIVE ROLE IN FURTHERANCE OF COEXISTENCE AND THEN STRESSING PROSPECTS FOR IMPROVEMENT ON THE US-POLISH BILATERAL PLANE. IN THE SAME VEIN, GRZEGORZ JASZUNSKI, WRITING IN ZYCIE WARSZAWY ON OCTOBER 6, POINTED OUT THE "COLD-WAR" INTERLUDE FOLLOWING THE ROOSEVELT ERA OF COOPERATION AND SUGGESTED THAT THE PRESENT HEALTHY ATMOSPHERE REFLECTS A RETURN BY THE U.S. TO TODAY'S "REALITY" AND TO THE EARLIER SPIRIT OF COOPERATION BORN FROM THE WAR. EXAMINING BILATERAL RELATIONS IN GREATER DETAIL, JANUSZ STEFANOWICZ IN SLOWE Powszechnie singled out the question of US recognition of Poland's postwar boundaries and Washington's early espousal of the cause of German reunification as a major "brake" on US-POLISH TIES IN THE POSTWAR PERIOD. AFTER MENTIONING THAT US ACKNOWLEDGEMENT OF THE FRG-POLISH 1970 TREATY RESOLVED THIS ISSUE, HE ADVANCED A NOTEWORTHY POINT CONCERNING THE U.S. "PRESENCE" IN EUROPE, WRITING THAT POLAND NOT ONLY "ACCEPTS BUT POSITIVELY ASSESSES THE CONSTRUCTIVE ELEMENTS" OF THAT "PRESENCE," SUCH AS REFLECTED IN CSCE.

3. IN THE SAME ARTICLE, STEFANOWICZ MILDLY CHIDED THE U.S. REGARDING AN ALLEGED "DISPROPORTION" IN CULTURAL EXCHANGES, CITING THE GREAT NUMBER OF AMERICAN BOOKS TRANSLATED INTO POLISH AND THE GREAT INFLUENCE OF AMERICAN JAZZ EVEN DURING THE "COLD WAR" DAYS. THOUGH HE ACKNOWLEDGED DIFFERENCES OF APPROACH ON THESE SUBJECTS, AS WELL AS THE LANGUAGE PROBLEMS INVOLVED, STEFANOWICZ URGED GREATER EFFORT ON THE AMERICAN SIDE TO "POPULARIZE" POLISH CULTURE, NOT ONLY AMONG POLONIA BUT THROUGHOUT U.S. SOCIETY. AS IF TO CONTRADICT HIM, HOWEVER, TRYBUNA LUDU ON OCTOBER 6 PUBLISHED A PAP REPORT ON THE INFUX OF POLISH PUBLICATIONS INTO THE U.S., NOTING AMONG OTHER THINGS THAT THE LIBRARY OF CONGRESS PURCHASES VIRTUALLY EVERY POLISH PUBLICATION OF MERIT. THIS SAME PIECE HAD APPEARED IN OTHER NEWSPAPERS EARLIER, BUT ITS PUBLICATION IN THE PARTY DAILY LIMITED OFFICIAL USE

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ENHANCES ITS SIGNIFICANCE (WARSAW 5903).

4. NUMEROUS OTHER STORIES APPEARED IN THE WEEKEND PRESS: A PAP INTERVIEW WITH ENERGY DIRECTOR JOHN SAWHILL THAT WAS FRONT-PAGED IN TRYBUNA LUDU. A LONG PIECE IN THE SAME NEWSPAPER ABOUT THE METHODS OF A GROUP RUN BY CHARLES DEDERICH OF SANTA MONICA IN COMBATTING DRUG AND ALCOHOLIC ADDICTION--A TIMELY TOPIC IN TODAY'S POLAND. AN ARTICLE ON U.S. FARMING IN

THE PEASANT PARTY DAILY. SEVERAL ITEMS ON AMERICAN POLONIA, INCLUDING STORIES ABOUT POLES IN THE CIVIL WAR (GLOS SZCZECINSKI) AND THE POLISH CLERGY (SLOWO POWSZECHNE). THERE WAS ALSO A LENGTHY AND FAVORABLE TV DOCUMENTARY ON THE HISTORY AND ACTIVITIES OF THE KOSCIUSZKO FOUNDATION. AN ARTICLE ON THE ROCKEFELLER FAMILY AND A SHORT QUIZ ABOUT PULASKI AND KOSCIUSZKO, "USA HEROES," ALSO IN SLOWO POWSZECHNE. IN ITS WEEKEND EDITION GAZETA KRAKOWSKA CARRIED STORIES ABOUT THE "JESUS REVOLUTION" AND THE THEATER IN AMERICA. MANY OF THESE STORIES ARE LIBERALLY ILLUSTRATED WITH PHOTOGRAPHS, INCLUDING VARIOUS SHOTS OF NEW YORK, WILLIAMSBURG, AND THE NATION'S CAPITOL.

5. COMMENT: AS THE VISIT ACTUALLY GETS UNDER WAY, THE CONTINUING DISCUSSION OF ALL ASPECTS OF US-POLISH RELATIONS HAS BEEN JOINED BY INTENSIFIED PRESENTATION BY THE MEDIA OF VARIOUS ELEMENTS OF AMERICA AND ITS LIFE STYLE IN A HIGHLY FAVORABLE VEIN.  
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